

Message Text

PAGE 01 STATE 168873

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ORIGIN COME-00

INFO OCT-01 EA-10 ISO-00 EB-07 /018 R

PFIZER INC., 1700 PENNSYLVANIA AVENUE, N.W.,
WASHINGTON, D.C. 20006

DRAFTED BY COM:IEPR:OTP:IND:RWATKINS
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FM SECSTATE WASHDC

TO AMEMBASSY TOKYO IMMEDIATE

UNCLAS STATE 168873

E.O. 11652:N/A

TAGS: ETRD, JA, BGEN

SUBJECT: REQUEST FOR ASSISTANCE

PFIZER HAS ASKED US TO COMMUNICATE FOLLOWING INFO FOR
EMBASSY'S BACKGROUND FOR MEETING JULY 18 WITH PFIZER'S
POTENTIAL DISTRIBUTOR, MITSUBISHI; QUOTE:

1. THE JAPANESE GOVERNMENT, MINISTRY OF FINANCE, IS TO
COMMIT BY AUGUST AN ESTIMATED \$30 MILLION FOR PURCHASE OF
SOPHISTICATED MEDICAL ELECTRONICS EQUIPMENT, INCLUDING
THIRTY-THREE X-RAY BRAIN SCANNERS TO TWENTY-THREE NATIONAL
UNIVERSITIES AND TEN OTHER LEADING HOSPITALS.

2. CURRENTLY, WE BELIEVE ONLY BRITISH EMI IS BEING CONSID-
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PAGE 02 STATE 168873

ERED FOR THIS POTENTIAL \$15 MILLION PURCHASE. WORKING WITH
ITS JAPANESE DISTRIBUTOR, TOSHIBA, AND THE BRITISH EMBASSY
COMMERCIAL ATTACHES, EMI HAS BEEN FAVORABLY RECEIVED BY
THE JAPANESE GOVERNMENT WITHOUT ANY OTHER COMPANIES
EVALUATED.

3. A MORE VERSATILE MACHINE, ACTA-SCANNER, MADE IN SILVER
SPRING, MARYLAND BY DIGITAL INFORMATION SCIENCE CORPORATION
(DISCO) IS DISTRIBUTED IN JAPAN BY MITSUBISHI CORPORATION.

PFIZER INC. HAS SIGNED A LETTER AGREEMENT INDICATING ITS
INTENT TO ACQUIRE DISCO.

4. WE REQUEST THAT YOU MEET WITH MITSUBISHI EXECUTIVES
TO DISCUSS STRATEGY TO OBTAIN CONSIDERATION FOR
MITSUBISHI'S PROMOTION OF THIS U.S. MADE PRODUCT.

5. MITSUBISHI REPRESENTATIVES WOULD LIKE TO CALL ON
JULY 18, 1975. THEY ARE:

-- MR. K. HASHIMOTA, GENERAL MANAGER
-- MEDICAL AND HEALTH SERVICE DEPARTMENT

-- MR. K. NAGAO, MANAGER
-- MEDICAL EQUIPMENT DEVELOPMENT TEAM
UNQUOTE

KISSINGER

UNCLASSIFIED

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Message Attributes

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